

ORDER



Orders
Order / Rev: 691379
Alt Order #: 06185533
Product Desc: RESTORE OUR FUTURE
Estimate: 180
Flight Dates: 06/26/12 - 06/30/12
Original Date / Rev: 06/18/12 / 06/18/12
Order Type: Political

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	06/30/12	18	\$35,000.00	\$29,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	18	\$35,000.00	\$29,750.00	0.00
Totals	18	\$35,000.00	\$29,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	20%	\$35,000.00
Market	100%	\$175,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$43,750.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$61,250.00
WTTG	20%	\$35,000.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	06/26/12	06/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-TWTF--	:30	8	\$600.00	P-3	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 06/25/12	07/01/12	-TWTF--			8		\$600.00		0.00				
2	WUSA	06/26/12	06/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 06/25/12	07/01/12	-TWTF--			4		\$1,800.00		0.00				

